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ABSTRACT

Hispanics are the fastest growing ethnic group in the United States. This Hispanic population is also younger than the general population: 40% of Hispanics are under 21, versus 30% of the entire population. The number of Hispanics under the age of 21 grew 61% between 1990 and 2000, totaling 17% of the nation's youth under 21 in 2000. The Center on Alcohol Marketing and Youth commissioned Virtual Media Resources (VMR) to audit the exposure of Hispanic youth to alcohol magazine, television and radio advertising in 2002. In previous reports, the Center has found wide and pervasive overexposure of all youth to alcohol advertising in magazines and on television and radio. This analysis compares the exposure of Hispanic youth to that of non-Hispanic youth, and the Center finds that Hispanic youth were even more overexposed to alcohol advertising than non-Hispanic youth. Specifically, the Center found that in 2002: Hispanic youth saw even more alcohol advertising in magazines than non-Hispanic youth; Hispanic youth heard more alcohol advertising on radio than non-Hispanic youth; alcohol advertising was placed on a majority of the TV programs most popular with Hispanic youth; and both Hispanic youth exposure on radio and television and spending on alcohol advertising were concentrated in a few markets. Appendixes include sources and methodology and a glossary of advertising terms. (GCP)

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ED 477 967

Exposure of Hispanic Youth to Alcohol Advertising

Report of the Center on Alcohol Marketing and Youth

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EXPOSURE OF HISPANIC YOUTH TO ALCOHOL ADVERTISING

Executive Summary

Hispanics are the fastest growing ethnic group in the United States. Between 1990 and 2000, the U.S. Hispanic population grew 58%, from 22.4 to 35.3 million.[1] This Hispanic population is also younger than the general population: 40% of Hispanics are under 21, versus 30% of the entire population.[2] The number of Hispanics under the age of 21 grew 61% between 1990 and 2000, totaling 17% of the nation's youth under 21 in 2000.[3]

The Center on Alcohol Marketing and Youth commissioned Virtual Media Resources (VMR) to audit the exposure of Hispanic youth to alcohol magazine, television and radio advertising in 2002. In previous reports, the Center has found wide and pervasive overexposure of all youth[4] to alcohol advertising in magazines and on television and radio. This analysis compares the exposure of Hispanic youth to that of non-Hispanic youth, and the Center finds that Hispanic youth were even more overexposed to alcohol advertising than non-Hispanic youth.

Specifically, the Center finds that in 2002:

- **Hispanic youth saw even more alcohol advertising in magazines than non-Hispanic youth.** Hispanic youth read magazines in both English and Spanish. The bulk of alcohol advertising spending occurs in English-language magazines. In English-language magazines, compared to non-Hispanic youth, Hispanic youth saw 24% more beer and ale and 24% more distilled spirits advertising in magazines in 2002, and 32% more advertising for malternatives, alcopops and other "low-alcohol refreshers."[5]
- **Hispanic youth heard more alcohol advertising on radio than non-Hispanic youth.** In the top 10 markets with significant Hispanic

[1] U.S. Census Bureau, "Table 4: Difference in Population by Race and Hispanic or Latino Origin, for the United States: 1990 to 2000," in *Population by Race and Hispanic or Latino Origin for the United States: 1990 and 2000 (PHC-T-1)*, 2 April 2001, <http://www.census.gov/population/www/cen2000/phc-t1.html> (cited 7 April 2003). In January 2003, the U.S. Census reported that the Hispanic population had grown to 37 million, making it the largest "minority" group in the United States. See U.S. Census Bureau, "Census Bureau Releases Population Estimates by Age, Sex, Race and Hispanic Origin," 21 Jan 2003, <http://www.census.gov/Press-Release/www/2003/cb03-16.html> (cited 21 April 2003).

[2] U.S. Census Bureau, "Table 1: Total Population by Age, Race, and Hispanic or Latino Origin for the United States: 2000," in *Population by Age, Sex, Race, and Hispanic or Latino Origin for the United States: 2000* (PHC-T-9), 3 Oct 2001, <http://www.census.gov/population/www/cen2000/phc-t9.html> (cited 7 April 2003).

[3] U.S. Department of Commerce, Bureau of the Census, *1990 Census of Population: Persons of Hispanic Origin in the United States*, 1993, <http://www.census.gov/prod/cen1990/cp3/cp-3-3.pdf> (cited 8 April 2003), 1, 3; see also calculations from U.S. Census Bureau, "P12. Sex by Age [49]— Universe: Total population" and "P12H. Sex by Age (Hispanic or Latino) [49] – Universe: People who are Hispanic or Latino", *Census 2000 Summary File 1 (SF 1) 100-Percent Data*, <http://factfinder.census.gov/servlet/DTGeoSearchByListServlet?ds_name=DEC_2000_SF1_U&state=dt> (cited 21 April 2003).

[4] For this report, unless otherwise noted, youth are defined as persons ages 12-20, and adults are defined as persons age 21 and over. Overexposure is defined as greater exposure to the advertising by a given segment of the population, relative to their proportion of the total population.

[5] Many of the beverages in this category contain 5% alcohol, more than most beers.

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The Center on Alcohol Marketing and Youth

April 30, 2003

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youth audiences, Hispanic young people were more likely to listen to English-language than to Spanish-language radio. Hispanic youth heard 11% more distilled spirits advertising and 14% more ads for "low-alcohol refreshers," and as much beer and ale advertising on radio as non-Hispanic youth.[6]

- **Alcohol advertising was placed on a majority of the TV programs most popular with Hispanic youth.** Alcohol advertisers spent $23.6 million to place ads on 12 of the 15 programs in English and Spanish that were most popular with Hispanic youth in 2002,[7] including *Vias Del Amor, Ver Para Creer, That '70s Show,* and *MadTV.*

- **Both Hispanic youth exposure on radio and television and spending on alcohol advertising were concentrated in a few markets.** Five media markets—San Antonio, Los Angeles, Miami, Houston and San Francisco—overexposed Hispanic youth to alcohol advertising on radio relative to non-Hispanic youth. These five markets were also among the seven markets that accounted for 85% of the spending by alcohol advertisers on Spanish-language television.

Why the Concern

The consequences of alcohol use among Hispanic youth are serious and disturbing. Hispanic young people are more likely to drink and to get drunk at an earlier age than non-Hispanic white or African-American young people.[8] This is particularly true of Mexican and Cuban 12-17 year olds, who are more likely to "binge" drink than the general population in that age group.[9]

Research has shown that young people who begin drinking before age 15 are four times more likely to develop alcohol dependence than those who wait until

(continued)

Center on Alcohol Marketing and Youth www.camy.org

The Center on Alcohol Marketing and Youth at Georgetown University monitors the marketing practices of the alcohol industry to focus attention and action on industry practices that jeopardize the health and safety of America's youth. Reducing high rates of underage alcohol consumption and the suffering caused by alcohol-related injuries and deaths among young people requires using the public health strategies of limiting the access to and the appeal of alcohol to underage persons.

The Center is supported by grants from The Pew Charitable Trusts and the Robert Wood Johnson Foundation to Georgetown University.

Virtual Media Resources

The Center commissioned Virtual Media Resources to conduct this analysis. Virtual Media Resources is a media research, planning, market analysis and consulting firm based in Natick, Massachusetts, serving communications organizations and marketers in a wide variety of market segments and media. VMR was established in 1992 to provide an independent research firm serving advertising agencies, and has grown to service over 100 clients across the US and Canada, including retail, publishing, financial, automotive, public health and other fields.

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[6] Radio data are based on a sample drawn from one weekday per week in 19 markets by Media Monitors Incorporated (MMI).

[7] These are the 15 primetime, regularly scheduled programs drawing the largest numbers of Hispanic youth in February 2003.

[8] L.D. Johnston, P.M. O'Malley, and J.G. Bachman, *Monitoring the Future National Survey Results on Drug Use, 1975-2001, Volume 1: Secondary School Students* (Bethesda, MD: National Institute on Drug Abuse, 2002), Table 4-9.

[9] "Binge" is defined as drinking five or more drinks on the same occasion (at the same time or within a couple of hours of each other) at least one day in the past 30 days. SAMHSA, Office of Applied Studies, *National Household Survey on Drug Abuse*, 2000 and 2001, <http://www.samhsa.gov/oas/nhsda/2k1nhsda/vol3/Sect2v1_PDF_W_55-69.pdf> (cited 17 April 2003), Table 2.66B.

(continued)

they are 21, while those who start to drink prior to age 14 are more likely to experience alcohol-related injury.[10] Alcohol use contributes to the three leading causes of death among Hispanic 12-20 year olds: unintentional injuries (including car crashes), homicide and suicide.[11] Hispanic high school students are more likely than non-Hispanic white or African-American students to report riding in a car with a driver who had been drinking.[12] Alcohol was the most common drug for which Hispanics 18-24 years of age sought addiction treatment in 1999.[13]

The Federal Trade Commission (FTC) has noted that, "while many factors influence an underage person's drinking decisions, including among other things parents, peers, and media, there is reason to believe that advertising plays a role."[14] Research studies have found that exposure to and liking of alcohol advertisements affect young people's beliefs about drinking, intentions to drink, and actual drinking behavior.[15]

About This Report

VMR adhered to industry-standard methodologies in conducting this analysis, using standard industry sources including Competitive Media Resources (CMR), Simmons Market Research Bureau (SMRB), Hispanic Magazine Monitor, Media Monitors Inc. (MMI), and Arbitron Ratings. Further information on sources and methodology used may be found in Appendix A.

Introduction

This report represents the first effort to quantify the exposure of Hispanic youth to alcohol advertising compared to non-Hispanic youth.[16] Alcohol advertising pervades all major national and local media, and as a large and growing population, Hispanic youth are exposed to a substantial amount of this advertising. The report focuses on three areas of measured media exposure: magazines, radio and television.[17]

Hispanic youth are growing rapidly, both in raw numbers and in terms of their share of the overall youth population. As of the 2000 U.S. Census, Hispanic youth (ages 12-20) had overtaken African-Americans to become the largest ethnic youth population.[18] By the end of the decade, nearly one in five young people (19% of ages 10-19) in the United States will be Hispanic.[19] In several top urban markets—important venues for setting consumer trends—Hispanic young people are now the majority, as in Los Angeles where they comprise 59% of those under 20, with their share expected to reach 66% by 2010.[20]

While this report addresses the Hispanic youth population as a whole, it is important to note that the Hispanic population represents multiple cultures, markets, demographics, and languages.

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[10] B.F Grant and D.A. Dawson, "Age at onset of alcohol use and its association with DSM-IV alcohol abuse and dependence: Results from the National Longitudinal Alcohol Epidemiologic Survey," *Journal of Substance Abuse 9* (1997): 103-110; R. Hingson et al, *Age of drinking onset and unintentional injury involvement after drinking* (Washington, DC: National Highway Traffic Safety Administration, Jan. 2001).

[11] National Center for Health Statistics Vital Statistics System, "10 Leading Causes of Death, United States: 2000, All Races, Hispanic Both Sexes," from *WISQARS Leading Causes of Death Reports, 1999-2000*, <http://webapp.cdc.gov/sasweb/ncipc/leadcaus10.html> (cited 8 April 2003); American Medical Association, "Facts about Youth and Alcohol," <http://www.ama-assn.org/ama/pub/category/3566.html> (cited 8 April 2003).

[12] Centers for Disease Control and Prevention, "Youth Risk Behavior Surveillance—United States, 2001," *Mortality and Morbidity Report (MMWR)* 51(SS04) (June 28, 2002) <www.cdc.gov/mmwr/preview/mmwrhtml/ss5104a1.htm> (cited 8 April, 2003): 1-64.

[13] Drug and Alcohol Services Information System, *The DASIS Report: Hispanics in Substance Abuse Treatment: 1999* (Office of Applied Studies, Substance Abuse and Mental Health Services Administration (SAMHSA): 20 Sept 2002) <www.samhsa.gov/oas/2k2/HispanicTX/HispanicTX.htm> (cited 7 April 2003).

[14] Federal Trade Commission, *Self-Regulation in the Alcohol Industry: A Review of Industry Efforts to Avoid Promoting Alcohol to Underage Consumers* (Washington, D.C.: FTC, 1999), 4.

[15] Joel Grube, "Television alcohol portrayals, alcohol advertising and alcohol expectancies among children and adolescents," in *Effects of the Mass Media on the Use and Abuse of Alcohol*, eds. S.E. Martin and P. Mail (Bethesda: National Institute on Alcohol Abuse and Alcoholism, 1995), 105-121; S.E. Martin et al, "Alcohol advertising and youth," *Alcoholism: Clinical and Experimental Research* 26, no. 6 (2002): 900-906.

[16] This report covers only Hispanic youth and adults living in the 50 states of the United States, and thus does not include Puerto Rican youth living in the Commonwealth of Puerto Rico.

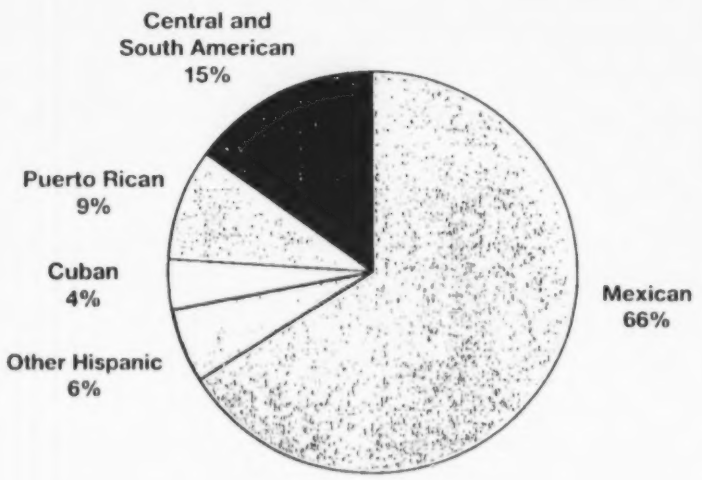
[17] The report covers only magazines and broadcasts originating in the United States and does not attempt to estimate exposure to alcohol advertising originating from outside the 50 United States.

[18] Calculated from U.S. Census Bureau, "PCT 12B: Sex by Age (Black or African-American Alone)" and "PCT 12H: Sex by Age (Hispanic or Latino)" <http://factfinder.census.gov/servlet/BasicFactsServlet> (cited 16 April 2003).

[19] U.S. Census Bureau, *Projections of the Total Resident Population by 5-Year Age Groups, Race, and Hispanic Orgin with Special Age Categories: Middle Series, 2006 to 2010*, <http://www.census.gov/population/projections/nation/summary/np-t4c.txt< (cited 7 April 2003).

[20] Demographic Research Unit, California State Department of Finance, *County Population Projections with Age, Sex and Race/Ethnic Detail July 1, 1990-2040 in 10-year Increments*, Dec 1998 <www.dof.ca.gov/html/demograp/proj_age.htm> (cited 7 April 2003).

Figure 1: Hispanics by Origin: 2000



Source: U.S. Census Bureau, Current Population Survey (March 2000), quoted in Melissa Therrien and Roberto R. Ramirez, *The Hispanic Population in the United States: March 2000, Current Population Reports, P20-535* (Washington, D.C.: U.S. Census Bureau, 2000).

Cultures. The Hispanic population includes Mexican, Cuban, Puerto Rican, Dominican and other cultures. Dominant countries of origin roughly correspond to specific regions in the United States. The Hispanic population is diverse and changing, partly as a result of the continual growth and acculturation of the population.[21]

Markets. The Hispanic population is growing throughout the United States, but it is still relatively concentrated. The 25 markets with the largest Hispanic population account for 78% of the total U.S. Hispanic population age 12+, but just 43% of the total population age 12+.[22]

Demographics. The Hispanic population is young relative to the U.S. population as a whole. The median age of all Hispanics is 25.8, compared to 35.3 for the total U.S. population. Within a base of age 12 and older, 22% of the Hispanic population is age 12-20, versus just under 16% for the total age 12+ population. Within the Hispanic population, however, there is a range: the median age for Cuban-Americans is 40.1, while for Mexican-Americans it is 24.3.[23]

Language. The Hispanic community is largely bilingual. In general, however, within the Hispanic population that is measured by bilingual surveys, youth are more likely to be conversant with English and to use English-language media than are adults.

- Language spoken: 70% of Hispanic youth ages 18-20 use English predominantly or exclusively outside the home. For ages 21+ the percentage is 50%. Only 20% of 18-20 year olds use Spanish predominantly or exclusively outside the home; for age 21+ the percentage is 36%.[24]

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[21] U.S. Department of Commerce, U.S. Census Bureau, *Census Brief: Coming From the Americas: A Profile of the Nation's Latin American Foreign Born*, Sept 2000 <http://www.census.gov/prod/2000pubs/cenbr003.pdf> (cited 7 April 2003).

[22] Hispanic population counts by Census Tract from the 2000 Census SF3 file were generated by the SRC Allocate 4.0 demographic analysis tool. Census Tracts were then joined to DMAs (Designated Market Areas) using a geographic query. Hispanic population counts were then aggregated by DMA level for market-level analysis. Note that the population 12+ was estimated by analyzing the population 10-14 in one case, 10-13 in another, and then allocating the appropriate percentage to the 12-14 year-old population at the census tract level.

[23] Hispanic Online, "Demographics: Did You Know? Facts on U.S. Latinos from the U.S. Census Bureau" <http://www.hispaniconline.com/hh02/demographics_did_you_know_2.html> (cited 17 April 2003).

[24] Simmons Market Research Bureau, *2002 Hispanic Study*.

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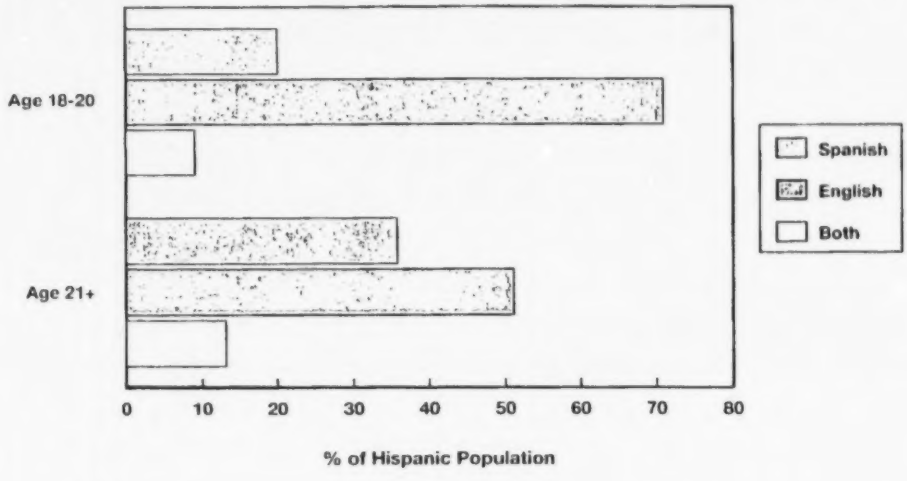
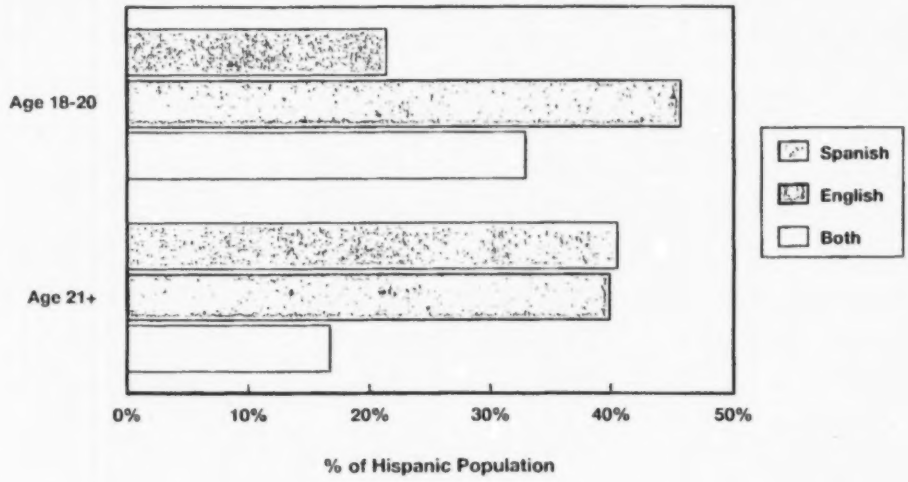
Figure 2: Predominant Language Spoken Outside of Home



Source: SMRB 2002 Hispanic Study.

- Magazines, newspapers and books: 46% of Hispanic youth ages 18-20 read English-language publications predominantly or exclusively, as opposed to 40% of Hispanic adults 21+. Twenty-one percent of Hispanic youth ages 18-20 read Spanish-language publications predominantly or exclusively, whereas the comparable number for adults 21+ is 40%.[25]

Figure 3: Predominant Language of Books/Magazines



Source: SMRB 2002 Hispanic Study.

- Radio: Hispanic youth ages 12-20 are significantly less likely than are Hispanic adults ages 21-34 and age 35+ to listen to Spanish-language radio. In the top 10 Hispanic markets, 33% of radio listening by Hispanic youth is to Spanish-language formats (although in individual markets such as Dallas-Fort Worth and Houston-Galveston it approaches 50%); for 21-34, the percentage is 57%, while for 35+ the percentage is 56%. Thus Hispanic youth spend the bulk of their radio listening time with English-language stations.

[25] Simmons Market Research Bureau, *2002 Hispanic Study*.

Table 1: Percent of Radio Listening Hours Spent with Spanish-Language Radio by the Hispanic Population in 10 Markets with Largest Hispanic Populations, 2002

Radio Market	% of Hispanic Population Listening to Spanish- Language Formats		
	Ages 12-20	Ages 21-34	Age 35+
Los Angeles	33%	64%	64%
New York	28%	49%	61%
Dallas-Ft. Worth	48%	67%	53%
Chicago	41%	60%	55%
Miami-Ft. Lauderdale-Hollywood	16%	38%	48%
Houston-Galveston	46%	63%	59%
San Antonio	13%	31%	45%
San Francisco	30%	46%	35%
Riverside-San Bernardino	28%	51%	47%
Phoenix	29%	56%	36%
Weighted average of 10 markets	33%	57%	56%

Source: Calculated from Arbitron Ratings, Spring 2002.

- TV: Of the 15 most popular national TV programs among Hispanic youth ages 12-20, nine are English-language and six are Spanish-language. Twelve of these programs had alcohol ad placements in 2002.

The comparison of English and Spanish is not to discount the importance of bilingualism and the emergence of "Spanglish" vernacular and blended cultures among youth, or the value of visual elements in advertising that cross language boundaries. However, for purposes of identifying and quantifying the importance of different language media on the exposure of Hispanic youth to alcohol advertising, these findings demonstrate the primacy of English-language media. The Center therefore makes comparisons between Hispanic youth and all other youth in order to quantify the exposure of Hispanic youth in English-language media.

Expenditures on Alcohol Advertising

While alcohol companies spend a substantial amount to advertise in Spanish-language media, the bulk of the spending and the likely bulk of the exposure lies in English-language media, where it is not practical to apportion media expenditures.[26]

Table 2: Total Alcohol Ad Expenditures, 2002 ($ millions)

Media Type	Spanish-Language	English-Language	Total Spending
Network TV	$75.0	$624.0	$699.0
Cable TV	n/a	$203.7	$203.7
Spot TV	$16.5	$148.5	$165.0
Magazines	$1.9	$405.2	$407.1
Spot Radio	Spending not broken out	$217.9	$217.9
Outdoor	Spending not broken out	$153.4	$153.4
TOTAL	$93.4	$1,752.7	$1,846.1

Sources: CMR except spot radio (Miller Kaplan Associates) and Spanish-language magazines (Hispanic Magazine Monitor).

[26] Unlike the apportionment of listeners (on which much of this report is based), there is no generally accepted methodology for apportioning expenditures by demographic segments of the population.

These figures do not include marketing expenditures in "unmeasured media" such as sponsorships, promotions, giveaways and so on. The Federal Trade Commission estimated in 1999 that alcohol companies spent two to three times their measured media expenditures on unmeasured marketing activities.[27] There are no data available on how much of these expenditures went to events in or dominated by members of the Hispanic population.

Magazines[28]

CAMY has previously documented that youth in general are overexposed to alcohol advertising in magazines.[29] Based on the sources used for this report, in 2002 youth in general saw 21% more advertising than adults for all alcohol, and 26% more advertising than adults for distilled spirits, the largest category of magazine alcohol advertising. In this context of general overexposure, Hispanic youth were even more overexposed than other youth. In the tables below, ratios of Hispanic to non-Hispanic youth gross rating points (GRPs) that are greater than one show overexposure. Thus, Hispanic youth saw 24% more alcohol advertising in English-language magazines than did non-Hispanic youth. Compared to non-Hispanic youth, Hispanic youth saw 24% more ads for beer and ale, 24% more for distilled spirits, and 32% more for low-alcohol refreshers such as Smirnoff Ice and Mike's Hard Lemonade.

Table 3: Hispanic vs. non-Hispanic Youth Overexposure in English-Language Magazines, 2002

	Total 12-20 GRPs		Hispanic : Non-Hispanic
Beverage Category	Hispanic	Non-Hispanic	GRP Ratio
Beer and Ale	1,575	1,269	1.24
Distilled Spirits	10,151	8,177	1.24
Low-Alcohol Refreshers	633	480	1.32
Wine	359	328	1.10
Total	12,719	10,254	1.24

Sources: CMR, SMRB Teen and Adult Studies based on English-language magazines.

Gross rating points are the product of advertising's reach and frequency.[30] The frequency of advertising exposure of Hispanic youth to English-language magazine alcohol advertising was also substantially greater than for non-Hispanic youth. The average Hispanic youth saw 138 alcohol ads in English-language magazines, versus 121 seen by non-Hispanic youth. The amount of relative overexposure varied by category.

Table 4: Youth Reach and Frequency in English-Language Magazines, 2002

	Hispanic Youth Ages 12-20			Non-Hispanic Youth Ages 12-20		
Beverage Type	Reach	Frequency	GRPs	Reach	Frequency	GRPs
Beer & Ale	80.1%	19.7	1,575	69.0%	18.4	1,269
Distilled Spirits	92.0%	110.3	10,151	84.0%	97.3	8,177
Low-Alcohol Refreshers	67.3%	9.4	633	55.1%	8.7	480
Wine	47.1%	7.6	359	36.4%	9.0	328
Total	92.3%	137.8	12,719	84.6%	121.2	10,254

Sources: CMR, SMRB Teen and Adult Studies based on English-language magazines.

[27] Federal Trade Commission, Appendix B in *Self-Regulation in the Alcohol Industry: A Review of Industry Efforts to Avoid Promoting Alcohol to Underage Consumers* (Washington, D.C.: FTC, 1999), iii.

[28] SMRB was used as the source for youth magazine audience data for this report. An alternative source, MediaMark Research Inc. (MRI) was considered, but not used based on the MRI definition of Hispanic population. The MRI survey identifies respondents as "Spanish speaking (English capable Household)" while the SMRB survey identifies Hispanic respondents explicitly. SMRB only surveys English-language magazines in these studies.

[29] Center on Alcohol Marketing and Youth, *Overexposed: Youth a Target of Alcohol Advertising in Magazines* (Washington, D.C.: Center on Alcohol Marketing and Youth, 2002).

[30] See Appendix B for glossary of advertising terms.

Fifteen brands, all of which exposed Hispanic youth to more advertising in English-language magazines than non-Hispanic youth, accounted for nearly half of the total exposure of Hispanic youth to alcohol advertising in English-language magazines.

Table 5: Top 15 Alcohol Brands Overexposing Hispanic Youth in English-Language Magazines, 2002

Brand	12-20 GRPs Hispanic	12-20 GRPs Non-Hispanic	Hispanic: Non-Hispanic Ratio	Cumulative % of 12-20 Hispanic GRPs
Jack Daniels Whiskey	665.6	603.2	1.10	5%
Absolut Vodka	621.5	481.0	1.29	10%
Miller Lite	568.9	447.3	1.27	15%
Jim Beam Bourbon Whiskey	560.6	440.1	1.27	19%
Commonwealth of Puerto Rico Rums	516.7	469.1	1.10	23%
Crown Royal Canadian Whiskey	462.9	379.3	1.22	27%
Bacardi Flavored Rum	409.1	303.0	1.35	30%
Jose Cuervo Especial Tequila	404.3	376.0	1.08	33%
Stolichnaya Vodka	357.5	286.9	1.25	36%
Captain Morgan Spiced Rum	350.1	310.0	1.13	39%
Skyy Vodka	292.2	216.5	1.35	41%
Absolut Flavored Vodka	267.3	220.5	1.21	43%
Skyy Blue Malt Beverage	262.2	186.3	1.41	45%
Bacardi Rum	256.8	192.6	1.33	47%
Heineken Beer	239.6	206.2	1.16	49%

Sources: CMR, SMRB 2002 Teen and Adult Studies.

Twelve English-language magazines accounted for 80% of the exposure of Hispanic youth to alcohol advertising in 2002. Of these 12, 10 exposed Hispanic youth to alcohol ads more effectively than non-Hispanic youth.

Table 6: English-Language Magazines with Largest Hispanic Youth Audiences for Alcohol Ads, 2002

Publication	12-20 GRPs Hispanic	12-20 GRPs Non-Hispanic	Hispanic: Non-Hispanic Ratio	Cumulative % of 12-20 Hispanic GRPs
Sports Illustrated	2,102.0	2,044.8	1.03	17%
Rolling Stone	1,821.9	974.2	1.87	31%
ESPN The Magazine	940.6	922.0	1.02	38%
Maxim	835.9	454.2	1.84	45%
Entertainment Weekly	832.2	590.7	1.41	51%
Cosmopolitan	812.3	1,171.1	0.69	58%
Vibe	808.1	498.4	1.62	64%
In Style	628.2	419.5	1.50	69%
Playboy	567.0	368.3	1.54	73%
Jet	327.7	250.9	1.31	76%
Spin	273.0	151.0	1.81	78%
People	268.5	315.9	0.85	80%

Sources: SMRB 2002 Teen and Adult Studies.

Thus much of the overexposure to alcohol advertising of Hispanic youth relative to other youth in English-language magazines arose from a small number of brands advertising in an even smaller group of magazines with disproportionate numbers of Hispanic youth in their readership.

Spanish-Language Magazines

Spanish-language magazines are an increasingly important means to reach the Hispanic market in all age segments. This category includes growing magazines such as *People en Español, Vogue en Español, Maxim en Español,* and *Glamour en Español.* To date, there is little or no youth audience research for Spanish-language publications. There is, however, increasing investment in alcohol advertising in Spanish-language magazines.[31] Spending in Spanish-language magazines was highly concentrated: the top 10 brands accounted for nearly 90% of the total expenditures. Four of these brands—Absolut Vodka, Crown Royal Canadian Whiskey, Bacardi Rum, and Jose Cuervo Tequila—also ranked among the leading brands overexposing Hispanic youth in English-language magazines.

Table 7: Top 10 Alcohol Brands Advertising in Spanish-Language Magazines, 2002

Brand	Ad Dollars	% of total spending	Cumulative % of total spending
Budweiser Beer	$ 367,150	19%	19%
Absolut Vodka	$ 302,695	16%	35%
Crown Royal Canadian Whiskey	$ 231,230	12%	47%
Bacardi Rum	$ 198,493	10%	57%
Trapiche Wine	$ 151,350	8%	65%
Lancers Wine	$ 136,185	7%	72%
Veuve Clicquot Champagne	$ 107,000	6%	78%
Chivas Regal Scotch	$ 73,960	4%	82%
Jose Cuervo Tequila	$ 63,065	3%	85%
Dewar's Scotch Whiskey	$ 60,570	3%	88%
All others	$ 231,800	12%	100%
Total	$ 1,923,498		

Source: Hispanic Magazine Monitor.

Radio

Spot radio, or radio advertising purchased on individual stations, is the primary form of radio advertising in the United States.[32] Spot radio was a significant source of Hispanic youth overexposure to alcohol advertising in 2002. Distilled spirits advertisers reached Hispanic youth 11% more effectively than non-Hispanic youth, while marketers of low-alcohol refreshers reached Hispanic youth 14% more effectively. Hispanic youth heard roughly the same amount of beer and ale advertising as non-Hispanic youth. All of these overexposed youth populations in general. Hispanic adults, however, were *less* likely than non-Hispanic adults to hear this advertising.

[31] "Pappas' Hispanic Advertising Expenditure Estimates," *Hispanic Market Weekly* (April 14, 2003), 14.

[32] Network radio, or advertising purchased on groups of stations or through multiple-station programming, represents a much smaller proportion of radio advertising than spot radio (less than 10% of spot radio expenditures on alcohol advertising, according to CMR and MKA), and is not reliably tracked for specific advertising occurrences. Network radio is not included in this analysis as it was not possible to match commercial occurrences to specific audience ratings.

Table 8: Spot Radio Alcohol Advertising Exposure, All Ages and Populations, 2002

Beverage Category	12-20 GRPs			21+ GRPs		Total GRPs	
	Hispanic	Non-Hispanic	Ratio	Hispanic	Non-Hispanic	12-20	21+
Beer and Ale	1,340.2	1,341.8	1.00	988.2	1,274.4	1,341.2	1,225.2
Distilled Spirits	370.4	335.0	1.11	240.1	283.4	343.0	276.1
Low-Alcohol Refreshers	235.3	205.9	1.14	177.7	180.0	213.0	179.6
Wine	37.3	45.1	0.83	125.1	223.8	43.3	206.9
Total	1,983.2	1,927.8	1.03	1,531.1	1,961.6	1,940.4	1,887.8

Sources: MMI, Arbitron 2002 (19 market total).

Hispanic youth were more likely than non-Hispanic youth to be exposed to alcohol advertising on radio in five markets: San Anton Los Angeles, Miami, Houston and San Francisco. Together, these markets accounted for 60% of the total exposure of Hispanic you to alcohol advertising on spot radio.

Table 9: Hispanic and Non-Hispanic Youth Exposure to Alcohol Ads on Spot Radio 2002, by Market

Market	Hispanic 12-20 GRPs GRPs	Non-Hispanic 12-20 GRPs	Ratio H-NH	% of Total Hispanic12-20 GRPs	Cumulative % of Hispanic 12-20 GRPs
San Antonio	79.93	18.34	4.36	4%	4%
Los Angeles	834.63	256.38	3.26	42%	46%
Miami-Ft. Laud-Hollywood	80.80	52.72	1.53	4%	50%
Houston-Galveston	79.22	70.28	1.13	4%	54%
San Francisco	117.45	116.37	1.01	6%	60%
New York	532.16	562.12	0.95	27%	87%
Dallas-Ft. Worth	83.97	138.30	0.61	4%	91%
Denver-Boulder	16.54	33.53	0.49	1%	92%
Chicago	107.66	226.80	0.47	5%	97%
Washington, D.C.	14.37	57.31	0.25	1%	98%
Philadelphia	7.90	46.74	0.17	0%	99%
Boston	13.05	79.19	0.16	1%	99%
Seattle-Tacoma	9.08	69.52	0.13	0%	100%
Atlanta	6.42	75.55	0.08	0%	100%
Cincinnati	-	20.11	-	0%	100%
Detroit	-	45.29	-	0%	100%
Honolulu	-	22.22	-	0%	100%
Indianapolis	-	31.27	-	0%	100%
Nashville	-	5.76	-	0%	100%
TOTAL	1,983.2	1,927.8	1.03		

Sources: MMI, Arbitron.

At the brand level, 25 brands accounted for nearly 80% of the alcohol advertising delivered to Hispanic youth on radio in 2002. Seventeen of these brands overexposed Hispanic youth relative to non-Hispanic youth. Twenty-one of the brands overexposed total youth relative to total adults, including 15 of the 17 overexposing Hispanic youth relative to non-Hispanic youth. Thus the overexposure of Hispanic versus non-Hispanic youth occurred in the larger context of overexposure of total youth versus total adults. Youth were frequently overexposed to alcohol advertising on radio, and, as was the case with English-language magazines, Hispanic youth were even more overexposed by many leading brands of alcohol because the spot radio formats and stations used by many alcohol advertisers achieved proportionally higher audiences for Hispanic youth than for all other youth.

Table 10: Brands with Largest Hispanic Youth Audiences on Spot Radio, 2002

	12-20 GRPs			21+ GRPs		Total GRPs		% Cumulative 12-20 GRPs	
Brand	Hispanic	Non-H	Ratio	Hispanic	Non-H	12-20	21+	Hispanic	Non-H
Miller Lite	158.9	120.6	1.32	100.0	101.3	129.4	101.1	8%	6%
Budweiser Beer	151.6	159.2	0.95	127.0	168.2	157.4	161.1	16%	15%
Heineken Beer	148.6	116.6	1.27	75.6	82.5	124.2	81.3	23%	21%
Amstel Light Beer	131.1	123.4	1.06	77.9	83.5	125.2	82.6	30%	27%
Coors Light Beer	106.0	122.2	0.87	83.2	94.1	118.4	92.2	35%	33%
Bud Light Beer	105.8	127.0	0.83	101.8	132.2	122.1	126.9	40%	40%
Miller Genuine Draft	83.7	71.8	1.17	35.8	46.7	74.5	44.8	45%	44%
Michelob Beer	74.2	112.5	0.66	67.2	106.2	103.5	99.5	48%	49%
Samuel Adams Beer	72.0	66.4	1.08	66.7	88.3	67.7	84.6	52%	53%
Mike's Hard Lemonade	45.6	40.0	1.14	29.8	32.0	41.4	31.6	54%	55%
Stolichnaya Vodka	43.8	24.0	1.82	19.0	19.0	28.4	19.0	57%	56%
Captain Morgan Rum	42.0	43.4	0.97	37.6	39.1	43.0	38.9	59%	58%
Doc Otis Hard Lemon	39.0	28.8	1.35	35.8	28.2	31.2	29.5	61%	60%
Bacardi Silver	37.5	43.4	0.87	30.9	36.9	42.0	35.9	63%	62%
Courvoisier Cognac	36.9	31.6	1.17	13.1	19.0	32.8	18.0	64%	64%
Asahi Beer	36.6	8.1	4.52	8.1	2.4	14.7	3.3	66%	64%
Tequiza Beer	36.0	25.2	1.43	27.0	22.1	27.8	22.9	68%	66%
Sauza Diablo	35.0	17.2	2.04	17.1	12.2	21.4	13.0	70%	66%
Becks Beer	32.0	31.7	1.01	27.9	47.3	31.8	43.9	71%	68%
Malibu Rum	30.0	23.8	1.26	17.9	16.4	25.2	16.7	73%	69%
Hennessy Cognac	28.0	25.8	1.09	15.2	19.3	26.3	18.6	74%	71%
Smirnoff Ice	27.9	29.1	0.96	24.5	28.6	28.8	27.9	76%	72%
Dos Equis Beer	26.8	12.2	2.20	17.4	11.8	15.7	12.8	77%	73%
Southern Comfort	24.3	34.1	0.71	26.2	30.7	31.8	30.0	78%	75%
Midori Liqueur	23.8	8.8	2.70	7.5	3.6	12.4	4.3	80%	75%

Sources: MMI, Arbitron 2002.

Television

Data on audiences viewing all English- and Spanish-language television programming in 2002 were not available for this report. In the absence of such data, one way of taking a snapshot of the exposure of Hispanic youth to alcohol advertising on television is by looking at advertising on the programs most popular with Hispanic youth. Of the 15 most popular programs among Hispanic youth ages 12-20, 12 had alcohol advertising in 2002.

Table 11: 15 Television Programs Most Popular with Hispanic Youth

Rank	Program	Network	Network Alcohol Ad Dollars	Spot Alcohol Ad Dollars	Total	Language
1	Malcolm in the Middle	FOX	$ -	$ 771,510	$ 771,510	English
2	Simpsons	FOX	$ -	$ 928,436	$ 928,436	English
3	Vias Del Amor	UNI	$ 1,988,600	$ 362,063	$ 2,350,663	Spanish
4	Entre El Amor Y Odio	UNI	$ -	$ -	$ -	Spanish
5	American Idol	FOX	$ -	$ -	$ -	English
6	Joe Millionaire	FOX	$ -	$ -	$ -	English
7	That '70s Show	FOX	$ 1,355,200	$ 1,198,706	$ 2,553,906	English
8	Don Francisco Presenta	UNI	$ 973,900	$ 366,923	$ 1,340,823	Spanish
9	George Lopez	ABC	$ -	$ 37,835	$ 37,835	English
10	Fear Factor	NBC	$ 3,985,000	$ 1,998,439	$ 5,983,439	English
11	Smallville – WB	WB	$ -	$ 731,810	$ 731,810	English
12	Cristina	UNI	$ 102,300	$ 172,872	$ 275,172	Spanish
13	Ver Para Creer	UNI	$ 1,283,900	$ 80,685	$ 1,364,585	Spanish
14	Sabado Gigante	UNI	$ 879,600	$ 355,273	$ 1,234,873	Spanish
15	Mad TV	FOX	$ 5,485,900	$ 581,021	$ 6,066,921	English
		TOTAL	$ 16,054,400	$ 7,585,573	$ 23,639,973	

Sources: CMR, Univision, Telemundo. A "-" in the Total column indicates that no alcohol advertising was purchased.

Spending on these programs was concentrated among a few brands: the top 10 advertisers accounted for nearly 80% of the total spending.

Table 12: Leading Alcoholic Beverage Advertisers on Top 15 Hispanic Youth TV Programs

Brand	Network Alochol Dollars	Spot Alcohol Ad Dollars	Total	% of Total	Cumulative %
Miller Lite	$ 2,696,700	$ 365,224	$ 3,061,924	13%	13%
Smirnoff Ice Malt Beverage	$ 2,939,300	$ 17,633	$ 2,956,933	13%	25%
Budweiser Beer	$ 2,273,900	$ 559,599	$ 2,833,499	12%	37%
Heineken Beer	$ 2,604,300	$ 64,546	$ 2,668,846	11%	49%
Coors Light Beer	$ 203,700	$ 1,488,260	$ 1,691,960	7%	56%
Miller Genuine Draft	$ 1,323,100	$ 252,504	$ 1,575,604	7%	63%
Bud Light Beer	$ 795,300	$ 680,199	$ 1,475,499	6%	69%
Fosters Beer	$ 927,400	$ 1,729	$ 929,129	4%	73%
Bacardi Silver Malt Liquor	$ 763,000	$ 54,770	$ 817,770	3%	76%
Amstel Light Beer	$ -	$ 671,590	$ 671,590	3%	79%
Coors Beer	$ -	$ 612,802	$ 612,802	3%	82%
Sam Adams Light Beer	$ -	$ 481,163	$ 481,163	2%	84%
Skyy Blue Malt Beverage	$ 445,100	$ 65	$ 445,165	2%	86%
Guinness Beer	$ 309,900	$ 107,113	$ 417,013	2%	87%
Michelob Amberbock Beer	$ 382,000	$ 35	$ 382,035	2%	89%
Bass Ale	$ -	$ 335,646	$ 335,646	1%	90%
Corona Extra Beer	$ 155,600	$ 155,744	$ 311,344	1%	92%
Zima Clear Malt Beverage	$ -	$ 247,337	$ 247,337	1%	93%
Tecate Beer	$ 176,700	$ 34,859	$ 211,559	1%	94%
Keystone Light Beer	$ -	$ 203,470	$ 203,470	1%	94%
Labatt Beer	$ -	$ 191,586	$ 191,586	1%	95%

Source: CMR. A "-" in the Total column indicates that no alcohol advertising was purchased.

Television is an important medium for alcohol advertising, with more than $1 billion in reported expenditures for network, cable, Spanish-language and spot TV in 2002 alone. Analysis of spending on Spanish-language network and spot TV sheds light on the degree to which alcohol advertisers are seeking out Hispanic audiences. In 2002, alcohol advertising comprised 6.5% of all advertising expenditures by the top 60 advertisers in Spanish-language media.[33] According to CMR, Spanish-language network and spot TV accounted for $91.5 million of reported expenditures.

Table 13: Total Alcohol Ad Expenditures on Spanish-Language Television, 2002[34]

Network	Network Ad Dollars	Spot Ad Dollars	Total Dollars	% of Total Dollars
Univision	$ 54,093,700	$ 12,658,565	$ 66,752,265	73%
Telemundo	$ 15,269,300	$ 3,703,856	$ 18,973,156	21%
Telefutura	$ 5,635,700	$ 174,142	$ 5,809,842	6%
TOTAL	$ 74,998,700	$ 16,536,563	$ 91,535,263	

Source: CMR.

This spending purchased 3,724 network and 21,456 spot ads for alcoholic beverages. In the context of other products advertising on Spanish-language television, beer and ale were the seventh highest-spending industry, spending more than the makers of cars, soft drinks, or motion pictures. Spending for beer and ale advertising also far outranked such youth-oriented products such as fruit juices, gum and sneakers.[35]

These expenditures resulted from advertising by a very small number of brands: 9 brands accounted for 98% of all the spending on Spanish-language television.

Table 14: Alcohol Ad Spending on Spanish Language Television by Brand, 2002

Brand	Network Ad Dollars	Spot Ad Dollars	Total	Percent $	Cumulative %
Miller Lite	$ 21,300,200	$ 630,550	$ 21,930,750	24%	24%
Budweiser Beer	$ 11,325,800	$ 4,439,019	$ 15,764,819	17%	41%
Miller Genuine Draft	$ 12,467,700	$ 124,725	$ 12,592,425	14%	55%
Bud Light Beer	$ 6,821,500	$ 3,178,894	$ 10,000,394	11%	66%
Coors Light Beer	$ 8,500,800	$ 1,475,984	$ 9,976,784	11%	77%
Tecate Beer	$ 8,538,700	$ 659,217	$ 9,197,917	10%	87%
Heineken Beer	$ 1,852,000	$ 3,100,141	$ 4,952,141	5%	92%
Smirnoff Ice Malt Beverage	$ 2,895,700	$ 21,140	$ 2,916,840	3%	95%
Corona Extra Beer	$ 750,000	$ 1,703,862	$ 2,453,862	3%	98%
Modelo Especial Beer	$ -	$ 1,143,729	$ 1,143,729	1%	99%
Coors Beer	$ -	$ 58,635	$ 58,635	0%	99%
Pilsner Beer	$ -	$ 457	$ 457	0%	99%
Amstel Light Beer	$ -	$ 107	$ 107	0%	99%
Rio Cristal Beer	$ -	$ 103	$ 103	0%	99%
Individual Brand Not Specified*	$ 546,300	$ -	$ 546,300	1%	100%
TOTAL	$ 74,998,700	$ 16,536,563	$ 91,535,263		

Source: CMR.

These commercials referred to multiple brands of beer, wine or distilled spirits.

[33] "Media Markets Report", *Hispanic Business* (December 2002), 34.
[34] One smaller network, Galavision, is not tracked by CMR and not included here.
[35] CMR.

Spending in Spanish-language spot television was also geographically concentrated: seven markets—Los Angeles, New York, Miami, Chicago, Houston, San Antonio and San Francisco—accounted for 85% of the spending.

Table 15: Alcohol Ad Spending on Spanish-Language Television by Market, 2002

Market	Total Dollars	Percent $	Cumulative %
Los Angeles	$ 5,132,737	31%	31%
New York	$ 3,197,082	19%	50%
Miami	$ 1,748,641	11%	61%
Chicago	$ 1,344,848	8%	69%
Houston	$ 1,324,559	8%	77%
San Antonio	$ 670,264	4%	81%
San Francisco	$ 641,754	4%	85%
Dallas	$ 615,588	4%	89%
Phoenix	$ 521,313	3%	92%
Fresno	$ 327,178	2%	94%
San Diego	$ 272,763	2%	96%
Denver	$ 199,598	1%	97%
Albuquerque	$ 135,198	1%	98%
Las Vegas	$ 124,970	1%	98%
Sacramento	$ 121,746	1%	99%
El Paso	$ 93,113	1%	100%
Orlando	$ 39,732	0%	100%
Tampa	$ 25,479	0%	100%
TOTAL	$ 16,536,563		

Source: CMR.

Conclusion

The rapid growth of the Hispanic youth population has led one researcher to conclude that, "[m]arketing to Hispanics is marketing to the youth market."[36] Both rapidly growing in numbers and increasingly setting trends for other youth, Hispanic young people are exposed to more alcohol advertising than non-Hispanic youth in the two measured media with the tightest demographic targeting—magazines and radio. On television, the majority of the programs most popular with Hispanic youth on both English- and Spanish-language stations carry alcohol advertising.

Across the country, Hispanic communities have taken note of the increasing attention being paid to them by alcohol marketers.[37] Some communities question alcohol and tobacco companies' use of Hispanic history and culture to create marketing opportunities. In 2002, 12 California communities, and several others in Texas and Chicago, mounted alcohol-free Cinco de Mayo celebrations in efforts to counter alcohol industry sponsorship of what had been family-oriented events designed to celebrate Chicano pride and heritage.[38] While it is difficult to measure the level of youth exposure generated by alcohol industry sponsorship of community-based festivals celebrating such events as Cinco de Mayo, this report demonstrates that alcohol companies, by virtue of the placement of their advertising, systematically overexpose Hispanic youth to their advertisements for alcoholic beverages.

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[36] Peter Roslow, president of Roslow Research Group, quoted in J.D. Zbar, "Hispanic teens set urban beat: Newfound pride breeds confidence; non-Hispanic friends brush up on Spanish," *Advertising Age* (25 June 2001).

[37] See e.g., D.P. Hackbarth et al, "Collaborative research and action to control the geographic placement of outdoor advertising and tobacco products in Chicago," *Public Health Reports* 116, no. 6 (2001): 558-567; N. Rabago, "Bold approach to billboard blight: The fight to remove alcohol and tobacco billboards in San Antonio," in *Case Histories in Alcohol Policy*, ed. J. Streicker (San Francisco: San Francisco General Hospital, 2000), 169-188.

[38] Latinos and Latinas for Health Justice, "Alcohol-Free Cinco de Mayo Events," 5 April 2002, <http://www.cal-lluhc.org/cinco/local.html> (cited 15 Jan 2003).

Appendix A: Sources and Methodology

Sources

Occurrence Data

Television and Magazines
Competitive Media Reporting (CMR) reports occurrence data in all major media. For this report, CMR occurrence and estimated expenditure data in Spanish-language network television were used, along with spot television advertising on affiliate stations in local markets. In addition, CMR is the source for magazine advertising occurrence data in English-language magazines. CMR data are reported at the brand level. Only advertising occurrences classified as product advertising were included.

Spanish-Language Magazines
Hispanic Magazine Monitor is a service of Media Economics Group, which tracks advertising occurrences and estimated expenditures in over 30 Spanish-language magazines at the brand level. Only product advertising occurrences classified as product advertising were included.

Local Radio
Media Monitors Inc. (MMI) provides a sample of radio advertising occurrences at the brand and/or company level in nineteen markets. MMI samples one weekday per week in each market, between 6 a.m. and 7 p.m. or 11 p.m. depending upon the market. MMI does not indicate whether a specific advertising occurrence is for product advertising.

Audience Data

Magazines
The SMRB Teen and Adult Fall 2002 national studies were used to estimate Hispanic and non-Hispanic exposure to national magazines. Teens ages 12-17 were combined with respondents ages 18-20 from the Adult study to create a population base of youth ages 12-20. Both the Teen and Adult studies are population samples, conducted in English. Respondents to SMRB studies self-identify as Hispanic. The Teen study is not projected to the total Hispanic population, though the Adult study is. The total Hispanic ages 12-20 population as reported by the 2002 SMRB studies is 3.632 million, or 64% of the current U.S.-Census-estimated population for Hispanics ages 12-20 of 5.697 million. The SMRB estimate is intended to be used as an estimate of the Hispanic youth population within an English-language survey universe, and not the total Hispanic youth population, which awaits more comprehensive future research.

The SMRB studies were used to compare the Hispanic and the non-Hispanic youth population ages 12-20 with respect to alcohol advertising exposure within English-language magazines.

SMRB Hispanic Study
The 2002 SMRB Hispanic Study is a comprehensive, bilingual media and market survey of the Hispanic population age 18+. The primary use of this survey was to identify comparisons between youth ages 18-20, young adults 21-34 and adults age 35+ with respect to media and language preferences. It is not a comprehensive study of teen media habits and was not used as such.

Arbitron Ratings
Arbitron measures Hispanic audiences in approximately 100 of the 300 markets it surveys between two and four times per year. Hispanic audiences are collected for both English- and Spanish-speaking populations in all 19 markets for which alcohol advertising occurrence data were collected.

The Arbitron surveys were used to compare the Hispanic and the non-Hispanic youth population ages 12-20 with respect to alcohol advertising exposure for English-language radio advertising. In addition, the Arbitron surveys were used to estimate the total amount of listening by Hispanic audiences of different age groups to stations classified as Spanish-language formats.

Methodology

Magazine occurrences and exposure
CMR-generated data in March 2003 for alcohol product advertising occurrences in calendar 2002 were merged with magazine average-issue audience data from the Fall 2002 Teen and Adult SMRB surveys. SMRB audience data were provided for teens ages 12-17 from the Teen study, and persons ages 18-20 and adults age 21+ from the Adult study. Ages 12-17 and ages 18-20 audience data were combined to provide estimates for ages 12-20. Certain publications were not measured in the teen study, so the 12-20 audiences may be understated.

Gross Rating Points (GRPs) were estimated by applying the aggregated audiences at the brand, category and total levels to the respective populations. A GRP is an expression of gross advertising exposures (including any multiple exposures) as a percentage of a universe (e.g. 5 million exposures among a population of 5 million equals 100%, or 100 GRPs). GRP comparisons between Hispanic and non-Hispanic youth mitigate any effects of understated SMRB Hispanic projections for Hispanic youth ages 12-20.

GRP ratios are a comparison of exposure between two populations for the same advertising.

Radio occurrences and exposure
MMI advertising occurrences for calendar 2002 were merged with average quarter-hour radio ratings for the coterminous Arbitron surveys for 2002 in each market

(for Fall 2002 occurrences, Fall 2002 Arbitron data were used) to create demographic advertising impressions for each occurrence and each demographic (Hispanic and non-Hispanic, ages 12-20 and age 21+). Impressions were aggregated and divided by the respective aggregated populations for all 19 markets to generate "total universe" GRPs. All GRP comparisons for this report were conducted at the 19-market level.

Television occurrences, expenditures and exposure

CMR advertising occurrences, expenditures and exposure were calculated as follows:

CMR advertising occurrences and expenditures were aggregated by Spanish-language network and brand, and by market on local market Spanish-language affiliates.

A ranking of leading TV programs during the first quarter of 2003 (excluding special events or one-time-only programs) among the U.S. Hispanic population ages 12-20, based on industry-standard research sources for Hispanic TV viewing, was obtained from Univision and Telefutura networks, along with the language in which each program was produced. Alcohol advertising occurrences were then matched against this list to identify the advertising expenditures by program.

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Appendix B – Glossary of Advertising Terms

Advertising exposure is most commonly measured in terms of reach, frequency and rating points. We have provided a glossary of terms for those unfamiliar with this terminology.

For magazines, this report makes use of publication readership data, which are based on audiences, not magazine circulation. Circulation refers to the number of issues purchased or distributed; audience refers to the average number of readers, typically three to ten times as great as circulation.

Reach

Reach is used to describe the percentage of a target population that has the potential to see, hear or view an ad or a campaign through readership, listenership or viewership of selected media.

Frequency

Frequency indicates the number of times individuals are exposed to an ad or campaign; it is most often expressed as an average number of exposures.

Rating Points

Rating points, or GRPs (Gross Rating Points), are a measure of total advertising exposure and reflect both reach and frequency. One rating point equals the number of exposures equivalent to one percent of a target population, and it may include repeat exposures. In advertising math, reach x frequency = GRPs:

	75	Reach (% of the potential audience)
x	6.8	Frequency (average number of exposures)
=	510	GRPs or Rating Points

Composition

Composition is a measure of audience concentration for a particular demographic. If the 12-20 age composition of *Vibe* is 41%, this is a way of stating that 41% of *Vibe*'s audience is between the ages of 12 and 20.

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